



VIEW Report

Lynn Wessel Keane St Supreme Ct Sept 2016

9/28/2016 10:20AM

Buffalo Jul16 DMA Nielsen Live+SD

Client: LYNN WESSEL KEANE
 Product: STATE SUPREME COURT
 Sched Dates: 9/26/2016 - 10/2/2016

Buyer: Debra Horn Stachura
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Lengths: 15 ; 30
 Dayparts: ALL

All-Wks Avrg

Notes	Unit Dur	Unit \$	Wk 1 Mon 10/3 '16	Wk 1										Tot \$
				Women 35-64										
				Prog Name	Rtg	Shr	Imp (000)	GRP	CPP	Rch %	Freq			
Total		362	33	4.5	14.2	429	150.0	80	70.9%	2.1	11940			
Buffalo Jul16 DMA Nielsen Live+SD		362	33	4.5	14.2	429	150.0	80	70.9%	2.1	11940			
WGRZ-TV		362	33	NBC	4.5	14.2	429	150.0	80	70.9%	2.1	11940		
M-F 6a-7a	30	385	4	» DAYBREAK	» 4.8	» 26.8	» 14	19.2	80	14.1%	1.4	1540		
M-F 7a-9a	30	300	4	» TODAY SHOW	» 4.6	» 21.7	» 13	18.4	65	14.2%	1.3	1200		
M-F 9a-10a	30	175	4	» TODAY SHOW 2	» 3.0	» 13.9	» 9	12.0	58	8.7%	1.4	700		
M-F 10a-11a	30	140	5	» TODAY SHOW 3	» 2.6	» 11.9	» 7	13.0	54	8.7%	1.5	700		
M-F 5p-6p	15	220	5	» CH2 NEWS 1st @ 5 & 5:30	» 4.6	» 14.6	» 13	23.0	48	15.5%	1.5	1100		
M-F 6p-6:30p	30	550	3	» CH2 NEWS @ 6	» 6.0	» 17.3	» 17	18.0	92	13.7%	1.3	1650		
M-F 11p-11:30p	30	375	3	» CH2 NEWS	3.4	8.9	10	10.2	110	7.7%	1.3	1125		
Sa 7a-10a	30	225	1	» SATURDAY	» 2.8	» 12.1	» 8	2.8	80	2.8%	1.0	225		
Sa 6p-6:30p	30	350	1	» WEEKEND NEWS	» 6.8	» 21.6	» 19	6.8	51	6.8%	1.0	350		
Su 6p-6:30p	30	350	1	» WEEKEND NEWS	» 8.8	» 28.7	» 25	8.8	40	8.8%	1.0	350		
M 8p-10p	30	1600	1	» THE VOICE	» 10.3	» 22.2	» 29	10.3	155	10.3%	1.0	1600		
W 9p-10p	30	1400	1	» LAW & ORDER	» 7.5	» 15.1	» 22	7.5	187	7.5%	1.0	1400		

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WGRZ-TV, Buffalo, NY</u>	Date: <u>8/16/16</u>
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I, Deb Stachura, Buffalo Advertising,
 being/on behalf of: Lynn Wessel Keane,
 a legally qualified candidate of the Democratic
 political party for the office of: State Supreme Court
 in the General
 election to be held on: November 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Lynn Wessel Keane for Supreme Court

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Nancy Krzyzanowski, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/16/16
Date

Lynn D. Keane
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title